

Diane Pernet

Founder of *A Shaded View on Fashion Film* festival and the fashion blog
A Shaded View on Fashion

Paris-based journalist Diane Pernet is the founder of A Shaded View on Fashion film festival, a festival of short films and videos from around the world exploring themes of fashion, beauty and style – and her legendary fashion blog A Shaded View on Fashion has 300,000 unique visitors a month. She is the Co-Editor-in-Chief for ZOO Magazine. March 2010 Diane curated both a fashion/art exhibition and a ASVOFF film program at the New York Art Fair, SCOPE. In November 2007, Diane co-curated NOOVO fashion and photography festival in Santiago de Compostela. On March 30th, 2008 Diane was invited by the Metropolitan Museum in NYC to be on their blog-mode Panel and recognized as one of the 3 most influential fashion blogs. Her documentary filmmaking includes: Logos Mutant, Swiss Textile designer profiles, 8 years of the making of the festival d'Hyeres, Portrait of a Consumer, Fashioned Out, Chapels and Adventure of Pleasure Gumball 3000 and many other short films. Her editorial work has appeared in ZOO Magazine, Elle.com, Vogueparis.com, l'Espresso, MFF, Beaux Arts, Sang Bleu, commons&sense, as well as many other publications.

The first edition of ASVOFF was launched on September 26, 27 & 28th at the national museum in Paris, the Jeu de Paume. ASVOFF 2 was screened over 3 days at Passage du Desir with the awards ceremony and screening on October 8th, 2009 at Centre Pompidou in Paris.

In addition to being the founder of ASVOFF & ASVOF, Diane is a talent scout for the Festival d'Hyeres in the South of France. In addition, Diane has served on countless juries around the planet for fashion. The most recent is February 2010 where she was asked to select designers for the Young Fashion Entrepreneur Awards in collaboration with the British Fashion Council.

Diane has a degree in filmmaking and communications from Temple University and did additional studies at Parsons and FIT.

www.ashadedviewonfashion.com

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